

Children's film in European TV programs and online portals

– A children's film project in cooperation of the University of Erfurt and KIDS Regio –

In 2009 children's film experts from various professional backgrounds and from different European countries come together at the 1st KIDS Regio Forum in Erfurt, where they discuss about the future of European children's film. In the resultant Erfurt declaration the requirement of current scientific research was manifested. Now the University of Erfurt has received funding for their follow-up project on children's film by the Thuringian Ministry of Education, Science and Culture under the direction of Prof. Dr. Patrick Rössler.

About our project

Against the background that the European children's film market is dominated by Non-European, mainly American productions, our project will make a contribution to the support of a European children's film culture. Children's films are seen as cultural goods of their production country(s) and are important for cultural socialization. Our project is asking for chances and problems of the establishment of a European children's film culture with the focus on TV and internet as distribution channels. For this purpose, the project includes research in France, Germany, Great Britain, Italy, Hungary, Poland and Sweden.

Schedule

2011

A quantitative content analysis of the British, French, German, Hungarian, Italian, Polish and Swedish TV programs shall establish the status-quo of European children's films in TV. At the same time, a general investigation of online portals where children can legally watch free accessible children's films starts.

2012

We intend to make qualitative interviews with experts in the field of TV program management and children's film distribution to TV. These interviews serve to give an insight into the circumstances of the integration of European children's films in different national TV programs. Additionally, interviews with owners of the identified online portals are proposed. By this, we want to know more about the chances and problems of children's film online-distribution.

Finally, we propose a study with children in each country in 2012. To find out more about their experiences with European children's films, questionnaires in combination with group discussions are considered. In addition, an experimental study focusing on intercultural differences in the perception of trans-culturally marketed children's films is planned.

Cooperation

Besides the realization of our studies, the expansion of a network of scientific children's film experts is another aim of our project. Thus, we are looking for **academic cooperation partners in France, Great Britain, Italy, Hungary, Poland and Sweden**. Common projects will be presented in front of an international audience of children's film experts at the next Kids Regio Forum in 2013!

For more information, please contact:

Franziska Spitzner, M.A.

University of Erfurt

Department for Media and Communication Studie

Empirical Communication Research/Methods

Phone: +49-361/7 37-4172

franziska.spitzner@uni-erfurt.de
